

1 of 3

Rep Firm
Sales Office (PHILADELPHIA
Salesperson (AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$200.00	09/13-09/13	1	1	1	\$200.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW II	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	3	W-F	11A-12P	Buyline Comment: RACHEL RAY	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
	4	W-F	1230P-1P	Buyline Comment: AGENDA	:30	\$100.00	09/12-09/14	3	1	3	\$300.00	
	5	M-TU	1230P-1P	Buyline Comment: AGENDA	:30	\$100.00	09/17-09/18	2	1	2	\$200.00	
	6	W-F	1P-2P	Buyline Comment: DAYS	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
	7	M-TU	1P-2P	Buyline Comment: DAYS	:30	\$200.00	09/17-09/18	2	1	2	\$400.00	
	8	W,F	11P-1135P	Buyline Comment: NEWS	:30	\$750.00	09/12-09/14	2	1	2	\$1,500.00	
	9	TU	11P-1135P	Buyline Comment: NEWS	:30	\$750.00	09/18-09/18	1	1	1	\$750.00	

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm
 Advertiser () HELLER FOR SENATE 3299 K STREET NW SUITE #200 Sales Office () PHILADELPHIA
 Product HELLER FOR SENATE WASHINGTON, DC 20007 Salesperson () AMY MCCREARY
 Estimate# Buyer NEIL WILLIAMS Agency C/P1/P2/E Flight Dates 09/12/2012 - 09/18/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	10	W-F	1135P-1235A	TONIGHT SHOW	:30	\$250.00	09/12-09/14	3	1	3	\$750.00	
	Buyline Comment: TONIGHT SHOW											
	11	M-TU	1135P-1235A	TONIGHT SHOW	:30	\$250.00	09/17-09/18	2	1	2	\$500.00	
	Buyline Comment: TONIGHT SHOW											
	12	M	8P-10P	THE VOICE	:30	\$2,400.00	09/17-09/17	1	1	1	\$2,400.00	
	Buyline Comment: THE VOICE											
	13	TU	8P-9P	THE VOICE	:30	\$2,400.00	09/18-09/18	1	1	1	\$2,400.00	
	Buyline Comment: THE VOICE											
	14	SU	5P-830P	SUN NIGHT FTBL	:30	\$8,000.00	09/16-09/16	1	1	1	\$8,000.00	
	Buyline Comment: SUN NIGHT FTBL											

---REPORT TOTALS---
 Report Totals: 26 / \$18,800.00

---SALES MONTHLY TOTALS---
 Sep 12: 26 / \$18,800.00
 Sales Totals: 26 / \$18,800.00
 Station Totals: 26 / \$18,800.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$64,828	CATV 0%	KBLR 0%	KINC 0%	KLAS 22%	KSNV 29%
		KTNV 17%	KTUD 0%	KVCW 1%	KVMY 5%	KVVU 26%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 SHARES ESTIMATED

Rep Order# 6850947 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 106413 Printed: 09/11/2012 12:51 PM 3 of 3
EC'd Yes Last Received: 09/10/2012 8:25 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#
Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
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Books null
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE